

# Wisconsin Consumer Protection Laws

## Health and Personal Care

### ***Unfair Business Practices***

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) regulates unfair business practices under Wisconsin Statutes section 100.20. DATCP may regulate unfair practices by almost any business, including health and personal care businesses. DATCP may prohibit unfair practices by rule (general order) or by special orders addressed to individual businesses. DATCP may regulate deceptive sales of health and personal care services. Among other things, DATCP may prohibit a seller from making health performance claims for which the seller lacks a reasonable scientific basis at the time the claims are made. **For more information, see [Unfair Business Practices](#).**